

Table 5

## References to other adverse effects of smoking

in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 16, N 22	190	1939	Proetz, Arthur	Philip Morris Grant	"The deposit of tar so produced stopped the action of the cilia, probably by its mechanical presence, and by the drying action of the smoke stream."	Tar deposits in lungs of rabbits forced to inhale cigarette smoke
B 17, N 4	68	1959	Blackburn, Henry; Josef Brozek & Henry L. Taylor	Tobacco Industry Research Committee Grant	"Lung volume measurements were made in a group of middle ages males...The small but interesting differences in lung volumes between smoker and nonsmokers make up the substance of this report."	
B 17, N 4	74	1959	Blackburn, Henry; Josef Brozek & Henry L. Taylor	Tobacco Industry Research Committee Grant	"...In smokers compared with nonsmokers, there is a slightly smaller vital capacity and a larger residual volume, little difference in total lung capacity, and an increased residual volume/total lung capacity."	
B 17, N 4	72	1959	Blackburn, Henry; Josef Brozek & Henry Taylor	Tobacco Industry Research Committee Grant	"In...smokers the vital capacity is smaller and residual volume larger than in nonsmokers. The differences found are in the direction to be expected if smoking is the cause of repetitive bronchial irritation and increased airway resistance."	see comment above
B 17, N 5		1963	Ellis, S. C.	British American Tobacco Company	"The main conclusion is that while the factor of safety of tobacco smoke may be less than the very large one that we originally estimated it still seems most unlikely that it can have any bearing on the lung cancer problem."	Letter to R. S. Wade in Canada.
B 17, N 6	2	1968	Imperial Tobacco Co.	Imperial Tobacco Limited (B.A.T.Co.)	"Judging the significance of 'tar' for human health means first weighing the probability that mouse skin cancer can be extrapolated to human bronchial tissue."	Explanation of points made by Imperial and sent to the Ministry of cigarette smoke composition data.
B 17, N 6	3	1968	Imperial Tobacco Co.	Imperial Tobacco Limited (B.A.T.Co.)	"...might reduce the risk of lung cancer provided that (b) they do not inhale the smoke more (possibly as a result of reduced irritation)."	Explanation of points made by Imperial and sent to the Ministry of cigarette smoke composition data. Discussion of reduced 'tar' yield as possible factor in reducing lung cancer
B 17, N 7	3	1968	Green, S. J.	British American Tobacco	"As far as the reduction of side effects is concerned, this can be achieved by reducing to a minimum materials other than nicotine..."	B.A.T. Group Research: problems and research policy.
B 17, N 8	3	1970	Green, S. J.	British American Tobacco	"Cigarettes will be connected increasingly with a wide range of diseases."	Planning Conference R. & D., Forecast for cigarette smoking and cigarettes.
B 16, N 22	15	1979	Cohen, A. J. & F. J. C. Roe	Tobacco Advisory Council Sponsored 79-10/79-24/79-25	"Apart from toxicological considerations, the pharmacology of nicotine in doses similar to those absorbed from tobacco smoke inhalation is also relevant to the evaluation of the health hazard."	

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**References to nicotine delivery and compensation**  
**in writings from within, or sponsored by, the tobacco industry**

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 16, N 4	239	1942	Haag, H. B. & P. S. Larson	American Tobacco Company Grant	"...the effect of pH is exerted not so much on the absorbing tissue as on the drug, by determining the proportion of the drug in the free and combined states. Free nicotine is readily absorbed, while its ion is poorly absorbed, if at all."	Grantor not mentioned in publication. The publication focused on urinary excretion of nicotine as affected by pH of the urine.
B 17, N 9	2	1943	Weatherby, J. H.	American Tobacco Company Grant	"...the lower biologic activities of solutions of alkaloids with lower pH values are in keeping with this view, because the salts are generally believed to be much more highly ionized than the free bases."	Grantor not mentioned in publication.
B 17, N 9	2	1943	Weatherby, J. H.	American Tobacco Company Grant	"...with alkaloids, there is a change in the ratio between free base and salt with a change in pH..."	Grantor not mentioned in publication.
B 17, N 10	96	1945	Finnegan, J. K.; P. S. Larson & H. B. Haag	American Tobacco Company Grant	"It would seem clear from these results that with many individuals nicotine becomes a major factor in their cigarette habit."	Grantor not acknowledged in the publication.
B 17, N 2	3	1965	Green, S. J.	British American Tobacco	"Long Term Testing: 4. The ammonia-treated cigarette"	"Biological Testing" BAT's company decision to carry out biological testing with Green's handwritten additions
B 17, N 2	3	1965	Green, S. J.	British American Tobacco	<u>Under I:</u> Short Term Testing: 2. Range of pipe tobaccos. - high + low pH.	"Biological Testing" BAT's company decision to carry out biological testing under project heading <u>Project Janus</u> (carcinogenic testing) with Green's handwritten additions (in italics)
B 17, N 2	4	1965	Green, S. J.	British American Tobacco	<u>Under III:</u> 2. Ammonia treatment. 5. Chemical Additives. 5bO Aluminum sulfate/ammonia"	<u>Under III:</u> Research within the BAT Group
B 17, N 7	2	1968	Green, S. J.	British American Tobacco	"So that a good part of the tobacco industry is concerned with the administration of nicotine to consumers."	<u>B.A.T. Group Research:</u> problems and research policy. See also "A Blue-print for Scientific Research" (attached)
B 17, N 7	3	1968	Green, S. J.	British American Tobacco	"We must also consider that there are two sites for nicotine absorption. First, in the mouth, associated with pipes and cigars and secondly, in the lung, which is associated with cigarettes."	<u>B.A.T. Group Research:</u> problems and research policy. See also "A Blue-print for Scientific Research" (attached)
B 17, N 7	3	1968	Green, S. J.	British American Tobacco	"Strictly, of course, a cigarette is a dual purpose smoking article leading to absorption of nicotine in either the mouth or the lung or in both. We are mainly concerned with cigarettes..."	<u>B.A.T. Group Research:</u> problems and research policy. See also "A Blue-print for Scientific Research" (attached)
B 17, N 7	3	1968	Green, S. J.	British American Tobacco	"One other factor should be mentioned; accepting the assumptions above, there is an implied duty to administer the minimum nicotine necessary and to do this we should aim to establish what this minimum should be."	<u>B.A.T. Group Research:</u> problems and research policy. See also "A Blue-print for Scientific Research" (attached)

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BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 17, N 7	2	1968	Green, S. J.	British American Tobacco	"If this assumption is correct two long-range research projects become immediately apparent. These are to find pharmacological alternatives to nicotine and to explore alternatives to tobacco as a source of nicotine."	B.A.T. Group Research; problems and research policy. See also "A Blue-print for Scientific Research" (attached)
B 17, N 7	2	1968	Green, S. J.	British American Tobacco	"However, our main consideration is with tobacco and thus a large part of our research problem can be identified as the improvement in quality by improving the administration of nicotine..."	B.A.T. Group Research; problems and research policy. See also "A Blue-print for Scientific Research" (attached)
B 17, N 7	2	1968	Green, S. J.	British American Tobacco	"...it seems a good assumption that nicotine plays a predominant role for many smokers."	B.A.T. Group Research; problems and research policy. See also "A Blue-print for Scientific Research" (attached)
B 17, N 7	2	1968	Green, S. J.	British American Tobacco	"...by improving the administration of nicotine, that is:- 1. To make the administration of nicotine more pleasant or more convenient. 2. To reduce undesirable side effects."	B.A.T. Group Research; problems and research policy. See also "A Blue-print for Scientific Research" (attached)
B 18, N 11	1231	1970	Armitage, A. K. & D. M. Turner	Tobacco Research Council Laboratories	"Nicotine in cigar smoke (pH 8.5) is much more readily absorbed through the mucous membranes of the mouth than is nicotine in cigarette smoke (pH 5.3) because there is a higher concentration of unionized nicotine in the relatively alkaline cigar smoke."	
B 18, N 11	1232	1970	Armitage, A. K. & D. M. Turner	Tobacco Research Council Laboratories	"...the pharmacological responses clearly dependent upon the amount of nicotine in the mouth as a free base."	
B 17, N 8	2	1970	Green, S. J.	British American Tobacco	"...a normative forecast that in 25 years there will be a self-administered subconsciously controlled socially acceptable administration technique for drugs without side effects to replace cigarette smoking..."	Planning Conference R. & D., Forecast for cigarette smoking and cigarettes.
B 17, N 8	2	1970	Green, S. J.	British American Tobacco	"...replace cigarette smoking would demand current research for stimulant-tranquilizers alternative to nicotine and psychological research in the behavioral field covering social acceptance and perceived subjective reaction."	Planning Conference R. & D., Forecast for cigarette smoking and cigarettes.
B 17, N 8	3	1970	Green, S. J.	British American Tobacco	"Tobacco will remain the cheapest source of nicotine at least until 1980."	Planning Conference R. & D., Forecast for cigarette smoking and cigarettes.
B 17, N 3	7	1970	Wood, D. J.	British American Tobacco	"Investigations at R. & D.E. are aimed at finding out more about the factors controlling nicotine absorption in the human respiratory system."	Notes for a talk on aspects of the function of the R. & D.E.

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BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 17, N 3		1970	Wood, D. J.	British American Tobacco	"Acceptable Smoke Quality 1. Nicotine"	Notes for a talk on aspects of the function of the R. & D.E.
B 17, N 3		1970	Wood, D. J.	British American Tobacco	"The presence of nicotine is the reason why the tobacco plant was singled out from all other plants for consumption in this rather unusual way."	Notes for a talk on aspects of the function of the R. & D.E.
B 17, N 11	328	1972	Ague', C.	Tobacco Research Council Grant	"It has been shown that despite fixed rates of smoking, similar duration of smoking time and number of puffs, a wide range of doses of nicotine can be obtained smoking cigarettes with identical nicotine content."	
B 17, N 11	328	1972	Ague', C.	Tobacco Research Council Grant	"...these findings support the importance of nicotine in the smoking habit, although other factors may be related to the likableness of tobacco smoking."	Previous smoking habits of habitual smokers are linked to preference for specific nicotine content in cigarettes
B 17, N 11	330	1972	Ague', C.	Tobacco Research Council Grant	"Viewed as a self-administration of the drug"	
B 17, N 11	330	1972	Ague', C.	Tobacco Research Council Grant	"The results presented above, strongly suggest that the experience in the smoking habit, is an accurate discriminative factor in the preference for cigarettes and support the view that nicotine is the main determinant in the likableness of smoking."	
B 17, N 12	4	1972	Green, S. J.	British American Tobacco	"Nicotine Administration: Alternative pharmacological agents; Side-effects; Contra-indications; Dose levels"	<u>The Association of Smoking and Disease:</u> approaches to problems in the association (handwritten chart)
B 17, N 12	4	1972	Green, S. J.	British American Tobacco	"Nicotine administration-->Smoking articles-->Inhalables-->Blend (filter, tar/nic, paper, physical)-->Mouth & Lungs"	<u>The Association of Smoking and Disease:</u> approaches to problems in the association (handwritten chart)
B 17, N 12		1972	Green, S. J.	British American Tobacco	"Should we actively seek alternatives to nicotine?"	<u>The Association of Smoking and Disease</u>
B 17, N 12		1972	Green, S. J.	British American Tobacco	"We might also increase the present very small effort aimed at finding or creating alternatives to nicotine. This might be coupled with some positive P.R. effort to rectify to some extent the current picture of nicotine as a harmful constituent of smoke."	<u>The Association of Smoking and Disease</u>
B 17, N 12		1972	Green, S. J.	British American Tobacco	"A preliminary list of assumptions is suggested: 8) Attempts will be made to find pharmacological agents alternative to nicotine and non-tobacco materials in cigarette will increase."	<u>The Association of Smoking and Disease:</u> future involvement of cigarette manufacturers with social policy in the health and medical fields.
B 17, N 13	2	1973	Green, S. J.	British American Tobacco	"Tobacco will remain the cheapest source of nicotine at least until the 1980's."	A restatement for R. & D.'s involvement into corporate planning. Called <u>Senior Management Programme</u>

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BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 16, N 12	8	1973	Hargrove (?)	British American Tobacco	"AMCEL: Smoke: Disadvantages: decreased level of nicotine."	Draft summary of three types of NSM (non-smoke material) BATFLAKE; AMCEL; NSM
B 16, N 13	4	1974	Green, S. J.	British American Tobacco	"Strategies: 13. B.A.T. will investigate and stimulate the development of alternatives to nicotine."	<u>Smoking and Health: Assumptions</u> discussion notes.
B 17, N 14	2	1974	H. F. (?)	British American Tobacco	"Any trend towards lower nicotine delivery cigarettes would probably be coupled with developments aimed at 'increasing' the physiological activity of nicotine."	List of envisioned products and technical developments
B 17, N 15	p1-2	1975	Green, S. J.	British American Tobacco	"If nicotine is the main factor, we may regard it as important to measure other smoke constituents made available to the smoker and to provide the smoker with a choice of nicotine contents."	<u>Basis for Research In Smoking</u>
B 17, N 16	10	1976	Author unknown	British American Tobacco	"Further, while the addition of nicotine would give more freedom of cigarette design in some circumstances, because of the legal and public relations problems...nicotine, as an isolated identifiable chemical material, should not be added in our products."	<u>B.A.T. Board Plan: Smoking and Health</u>
B 17, N 16	10	1976	Author unknown	British American Tobacco	"However these objections do not refer to tobaccos or tobacco extracts which contain nicotine."	<u>B.A.T. Board Plan: Smoking and Health</u> Objections are to the addition of nicotine as isolated material.
B 17, N 16	11	1976	Author unknown	British American Tobacco	"It would appear, however, that this view is beginning to change, due to the belief that some cigarette smokers could carry over their inhalation habits when switching from cigarettes to cigars (particularly little cigars)."	<u>B.A.T. Board Plan: Smoking and Health</u> The view mentioned concerns the assumption made by medical authorities that cigar smoke is less hazardous because it is not inhaled.
B 17, N 17		1978	Green, S. J.	British American Tobacco	"We also have known since the early sixties that it is easy to cheat the league tables."	Green's handwritten notes concerning the Harrison smoking machine.
B 17, N 18	2	1978	H. R. B.	Tobacco Advisory Council	"...can regulate their intake of 'tar' over a very wide range. Indeed by altering the numbers of cigarettes they choose to smoke, the amount of each cigarette that choose to smoke and the degree to which they choose to inhale the smoke."	smokers need not (and the great majority do not) smoke their cigarettes in this particular standard manner, and
B 17, N 18	3	1978	H. R. B.	Tobacco Advisory Council	"There are circumstances in which smoker(s), when switching to a brand with reduced 'tar yield', will tend to 'compensate' whether consciously or sub-consciously.."	Memorandum for Members of the Independent Scientific Committee on Smoking and Health.

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B 17, N 18	3	1978	H. R. B.	Tobacco Advisory Council	"...'compensate'...in such a way as to restore to some extent the loss of 'satisfaction' associated with the reduced 'tar yield' itself, or associated with some inevitable consequence of the reduced 'tar yield', for example reduced nicotine yield..."	Memorandum for Members of the Independent Scientific Committee on Smoking and Health.
B 17, N 18		1978	H. R. B.	Tobacco Advisory Council	"3) the factors which determine the acceptability of cigarette brands to consumers are complex. Among them however, nicotine is certainly one important determinant...nicotine was the most important single determinant of consumer acceptability."	Memorandum for Members of the Independent Scientific Committee on Smoking and Health.
B 17, N 18	12	1978	H. R. B.	Tobacco Advisory Council	"4) the relationship between acceptability and nicotine yield...acceptability was found to decline steeply below an optimum level of nicotine yield."	Memorandum for Members of the Independent Scientific Committee on Smoking and Health.
B 16, N 19	32	1978	Kitburn, K. D.	British American Tobacco	"Substances closely related to active compounds in tobacco could include analogues of the nicotine alkaloids."	Under the heading "Cigarettes Containing Pharmacologically-Active Substances Not of Tobacco Origin."
B 16, N 19	39	1978	Kitburn, K. D.	British American Tobacco	"...there must exist a possibility that vapour treatment of tobacco could accelerate the transfer of nicotine..."	Author of this restricted report was a part of the Group Research & Development Centre, Regent's Park Road, Southampton. The author thanks B.A.T. Germany, B.A.T. (U.K. & E.) and Brown and Williamson Corp.
B 16, N 19	65	1978	Kitburn, K. D.	British American Tobacco	"Characteristics in a Smoking Device 3. The rate of release of specific compounds should be controllable on a puff by puff basis."	Author of this restricted report was a part of the Group Research & Development Centre, Regent's Park Road, Southampton. The author thanks B.A.T. Germany, B.A.T. (U.K. & E.) and Brown and Williamson Corp.
B 16, N 22	38	1979	Cohen, A. J. & F. J. C. Roe	Tobacco Advisory Council Sponsored 79-10/79-24/79-25	"Human subjects appear to modify their smoking behavior to maintain the total dosage of nicotine when they smoke cigarettes of varying nicotine content. The smoking rate decreases when subjects receive nicotine either orally or intravenously."	
B 16, N 22	40	1979	Cohen, A. J. & F. J. C. Roe	Tobacco Advisory Council Sponsored 79-10/79-24/79-25	"The present worldwide campaign towards low-tar, low nicotine cigarettes faces the problem that nicotine-seeking smokers will need to inhale more smoke to obtain their nicotine requirement and in so doing inhale more tar."	

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BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 17, N 19	7	1979	Galsch, H.	Philip Morris	"When a paper of increased inherent porosity is used, the prime effect is dilution of the smoke and the reduction in both the particulate phase (tar) and the gas phase of each puff."	Letter and accompanying paper sent to the T.A.C. and to Lord Hunter.
B 17, N 19	7	1979	Galsch, H.	Philip Morris	"However, the reduction in nicotine is less than the reduction in tar and the nicotine to tar ratio is therefore increased."	Letter and accompanying paper sent to the T.A.C. and to Lord Hunter.
B 17, N 20	53	1982	Dube, Michael F. and C. R. Green	R. J. Reynolds Tobacco Company	"The smoke which exits from the cigarette depends, to a large degree, on the way in which the cigarette is smoked. In the laboratory, all cigarettes are smoked by machine. Obviously, people do not smoke in the ideally systematic manner of machines."	
B 17, N 21	65	1984	Durocher, Donald F.	Kimberly-Clark Corporation	"The choice between using tipping paper perforated by mechanical, electrical or laser means is generally dictated by the level of dilution required and the degree of visibility of the perforations that is acceptable."	
B 17, N 22	11	1994	Byrd, Gary D.; John N. Robinson, William S. Calwell, and J. Donald deBethizy	R. J. Reynolds Tobacco Company	"...the FTC method suffers from the fact that humans do not necessarily smoke like machines and a prediction of smoke exposure based on the FTC method is only a rough estimate for an individual smoker."	
B 17, N 22	11	1994	Byrd, Gary D.; John N. Robinson, William S. Calwell, and J. Donald deBethizy	R. J. Reynolds Tobacco Company	"Nicotine uptake by smokers is not only influenced by product composition and design, but also by smoker-controlled parameters...and physiological parameters such as pH of mucosal membranes."	Smoker-controlled parameters include "puffing patterns, depth of inhalation, number and frequency of cigarettes, etc".
B 17, N 22	138		Silvette, H.; E. C. Hoff; P. S. Larson & H. B. Haag	Tobacco Industry Research Committee Grant	"...since the doses of nicotine supplied in the course of normal tobacco-use are of an order of magnitude producing, or capable of producing, pharmacological effects in the individual user..."	

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Table 7 1572  
 References to manufacturing and processing  
 in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
N 18, N 1	18	1975	Jenkins, Robert W., Jr. and R. A. Comes	Philip Morris Research Center	"Nicotine appears to be influenced in its tobacco filtration by either paper porosity, filler composition, and/or sugar content of the tobacco."	
N 18, N 1	18	1975	Jenkins, Robert W., Jr. and R. A. Comes	Philip Morris Research Center	"The possible influence of the smoke pyrolysis products of glucose on the tobacco filtration of the volatile portion of TPM may also be a function of chemical reactivity as well as a simple condensation reaction."	
B 18, N 2	127	1976	Senkus, Murray	R. J. Reynolds Tobacco Co.	"...the alkaloids, and nicotine in particular, are the key factors in leaf quality and smoking satisfaction."	
B 18, N 2	127	1976	Senkus, Murray	R. J. Reynolds Tobacco Co.	"Thus among the components of tobacco we can single out nicotine as a major quality factor, and because of its unique chemical character, we can regulate the sensory strength ascribed to nicotine by adjusting the amounts of other components in the blend."	"e. g., the sugars"
B 18, N 3	21	1981	Spears, A. W. and S. T. Jones	Lorillard	"The 0-6 mg 'tar' segment shows a significant difference in tobacco nicotine level from the other two and a trend toward increasing nicotine over time."	Refers to Tables I and II: Sales Weighted Nicotine (%)
B 18, N 3	22	1981	Spears, A. W. and S. T. Jones	Lorillard	"Based on these trends, one would conclude that the lowest 'tar' segment is composed of cigarettes utilizing a tobacco blend which is significantly higher in nicotine."	Refers to Tables I and II: Sales Weighted Nicotine (%)
B 18, N 3	22	1981	Spears, A. W. and S. T. Jones	Lorillard	"Although one cannot conclude that this has been achieved solely by the selection of tobacco, it does indicate a trend toward the use of tobacco with higher nicotine levels."	Refers to Tables I and II: Sales Weighted Nicotine (%). Lowest 'tar' segment using a tobacco blend higher in nicotine.
B 18, N 3	24	1981	Spears, A. W. and S. T. Jones	Lorillard	"Higher nicotine levels can be achieved by decreasing Oriental and the stem and tobacco sheet and increasing the Burley and upper stalk positions of both the Flue-cured and the Burley tobacco."	How higher nicotine levels can be achieved.
B 18, N 3	27	1981	Spears, A. W. and S. T. Jones	Lorillard	"The raw materials from which the tobacco sheets are formed are low in nicotine and tobacco aromatics. Consequently, tobacco sheet is a relatively poor contributor to smoke aroma and strength."	

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B 18, N 3	31	1981	Spears, A. W. and S. T. Jones	Lorillard	"Chaplin has indicated that in the early work, varieties which yielded less 'tar' also had reduced nicotine levels. Current research is directed toward increasing the nicotine levels while maintaining or marginally reducing the 'tar' deliveries."	
B 18, N 3	31	1981	Spears, A. W. and S. T. Jones	Lorillard	"Such research will only be successful if the flavor of the tobacco is maintained and new varieties are high in other quality parameters."	Research into increasing nicotine levels and maintaining 'tar' levels.
B 18, N 4	178	1981	Reynolds, M. L.	Brown and Williamson Tobacco Corp.	"Ultra low tar cigarettes also use blends which contain about 20% more nicotine. This seems in part due to diminished use of reconstituted tobacco, stem, and Oriental tobaccos, and in part due to increased use of more flavorful upper stalk tobaccos."	
B 18, N 5	149	1982	Vello, Norman	Lorillard Research Center	"Along with filters there have been five other principle factors which have had a varied degree of influence on smoke chemistry..."	These include "changes in cigarette paper, ventilation through the tip, reconstituted tobacco, expanded tobacco and blend and flavorant changes..."
B 18, N 5	162-164	1982	Vello, Norman	Lorillard Research Center	"Obviously, in highly ventilated cigarettes, the relative composition of smoke is very different from that in filter cigarettes and is really in the direction of non-filters."	
B 18, N 5	168	1982	Vello, Norman	Lorillard Research Center	"As various means were used to gradually lower cigarette smoke yields there has been a tendency to use more Burley in order to impart more impact to smoke."	
B 18, N 5	168	1982	Vello, Norman	Lorillard Research Center	"...Burley smoke is considerably richer in ammonium compounds and volatile bases and poorer in various acidic compounds."	
B 18, N 6	138	1984	Baker, Richard R.	British-American Tobacco Co. Ltd.	"Nicotine and other semivolatile components are generally reduced by less than the level of dilution, probably because the mechanism of transfer from tobacco onto smoke particles is facilitated by the longer residence times of smoke particles..."	

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## References to pharmacologic effects

in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 16, N 3	717	1940	Mulinos, Michael G. & Israel Shulman	Philip Morris Grant	"...three factors each of which may independently produce vasoconstriction. These are: 1, the pharmacologic activity of the constituents of the smoke (nicotine; etc.); 2, irritation; and 3, the deep inhalation."	The act of Inhalation is associated with...
N 18, N 7	559	1943	Jacobson, Edmund	R. J. Reynolds Grant	"Among the whole number...9 said that it satisfied a desire or craving..."	Reasons given for smoking from 100 smokers questioned.
N 18, N 7	559	1943	Jacobson, Edmund	R. J. Reynolds Grant	"One hundred of our Ss replied thus when asked why they smoked: to relieve tension or to relax, 40; because of habit, 43."	
B 17, N 10	96	1945	Finnegan, J. K.; P. S. Larson & H. B. Haag	American Tobacco Company Grant	"6 experienced an initial vague lack in the satisfaction that they normally derived from smoking..."	Grantor not acknowledged in the publication. Comments of 6 of 24 participants in a study who were switched to a low nicotine cigarette.
B 16, N 8	971	1963	Knapp, Peter H.; Charles M. Bliss & Harriet Wells	Tobacco Industry Research Committee Grant	"The stimulant effect, we suggest, comes from the actual pharmacological action of nicotine."	Two effects of smoking: relaxation (from deep inhalation) and stimulation.
B 17, N 7		1968	Green, S. J.		"There are several identifiable reasons why people start and continue to smoke. 1. Social. 2. Sensory motor aspects. 3. Psychopharmacological. 4. Conditioned reflex."	B.A.T. Group Research; problems and research policy.
B 18, N 8	1	1970	Appendix C	British American Tobacco	"We know that the pharmacological effects of nicotine are likely to be very important for some smokers at some times but we are also aware that psychological factors are also important."	Research into Tobacco Products and Their Use
B 18, N 8	2	1970	Appendix C	British American Tobacco	"If nicotine is the main factor, we may regard it as important to measure other smoke constituents in relation to the amount of nicotine made available to the smoker and to provide the smoker with a choice of nicotine contents."	Research into Tobacco Products and Their Use
B 18, N 9	9	1970	Hargrove, G. C.	British American Tobacco	"...the industry must ensure that the level set is still an acceptable smoke...by putting forward...the point that if the level is so low that the consumer does not get adequate satisfaction, he may well increase his personal consumption to achieve this."	An acceptable smoke refers to an acceptable level of tar/nicotine. A strictly confidential document sent To all No. 1s of Associated Companies.
B 17, N 3	7	1970	Wood, D. J.	British American Tobacco	"Nicotine has well documented pharmacological action. It is claimed to have a dual effect, acting both as a stimulant and a tranquilizer."	Notes for a talk on aspects of the function of the R. & D.E.
B 17, N 3	7	1970	Wood, D. J.	British American Tobacco	"It is believed to be responsible for the 'satisfaction' of smoking, using the term in the physiological rather than the psychological sense."	Notes for a talk on aspects of the function of the R. & D.E.

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BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 17, N 3	7	1970	Wood, D. J.	British American Tobacco	"Possibility of getting satisfaction from fairly low nicotine cigarettes, provided sufficient nicotine is in the extractable form."	Notes for a talk on aspects of the function of the R. & D.E.
B 17, N 12		1972	Green, S. J.	British American Tobacco	"A preliminary list of assumptions is suggested: 6) The tobacco smoking habit is reinforced or (+) dependent upon the psycho-pharmacological effect(s) mainly of nicotine."	The Association of Smoking and Disease: future involvement of cigarette manufacturers with social policy in the health and medical fields.
B 16, N 13	5	1974	Green, S. J.	British American Tobacco	"Strategies: 18. If necessary, we should point out that a reduction of nicotine below a level satisfactory to the consumer might lead to increased per capita consumption."	<u>Smoking and Health: Assumptions</u> discussion notes.
B 16, N 13	1	1974	Green, S. J.	British American Tobacco	"Assumptions: 12. Man will continue to use psychopharmacological aids, including cigarettes."	<u>Smoking and Health: Assumptions</u> discussion notes.
B 17, N 15	1	1975	Green, S. J.	British American Tobacco	"We know that the pharmacological effects of nicotine and/or other agents are likely to be very important for some smokers at some times but we are also aware that psychological factors are also important."	<u>Basis for Research in Smoking</u>
B 17, N 16	4	1976	Author unknown	British American Tobacco	"...because it is believed that nicotine is the main attractive ingredient for many smokers, BAT aims to get nicotine separated from tar in the minds of those in authority and of the public."	B.A.T. Board Plan: Smoking and Health
B 18, N 10	113	1976	Rogers, J. D. and A. R. Mitchem	Liggett and Myers Tobacco Co.	"When evaluating the kinds of tobacco within a type, the individual panelist is acting as an analytical instrument. He is determining:..."	Selection of the kinds of tobacco used in blends are based on smoking evaluations.
B 18, N 10	113	1976	Rogers, J. D. and A. R. Mitchem	Liggett and Myers Tobacco Co.	"1. The level of fullness, balance and amplitude of flavor characteristic of the tobacco type he is working with..."	"When evaluating the kinds of tobacco within a type, the individual panelist is acting as an analytical instrument. He is determining:..."
B 18, N 10	113	1976	Rogers, J. D. and A. R. Mitchem	Liggett and Myers Tobacco Co.	"2. The level of flavor notes that stand out from the complex basic flavor spectrum."	"When evaluating the kinds of tobacco within a type, the individual panelist is acting as an analytical instrument. He is determining:..."
B 18, N 10	113	1976	Rogers, J. D. and A. R. Mitchem	Liggett and Myers Tobacco Co.	"3. The levels of mouth and throat impact (feeling factors) and physiological effect."	"When evaluating the kinds of tobacco within a type, the individual panelist is acting as an analytical instrument. He is determining:..."
B 18, N 19	1	1978	Kilburn, K. D.	British American Tobacco	"...when inhaled, its smoke creates sensations that are satisfying through interactions with, and modification of several physiological systems. The psychological outcome is a willingness to repeat the experience."	Author of this restricted report was a part of the Group Research & Development Centre, Regent's Park Road, Southampton. The author thanks B.A.T. Germany, B.A.T. (U.K. & E.) and Brown and Williamson Corp.

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Table 8

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## References to pharmacologic effects

in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 16, N 19	1	1978	Kilburn, K. D.	British American Tobacco	"Tobacco smoking is a sturdy habit... 'No Smoking' notices cause people to go out of doors on a cold wet nicotine to have a cigarette."	Author of this restricted report was a part of the Group Research & Development Centre, Regent's Park Road, Southampton. The author thanks B.A.T. Germany, B.A.T. (U.K. & E.) and Brown and Williamson Corp.
B 16, N 19	60	1978	Kilburn, K. D.	British American Tobacco	"Purpose 1. To generate smoke, taste, and pharmacological effects."	Under the heading "Nature of the Finished Material."
B 16, N 19	63	1978	Kilburn, K. D.	British American Tobacco	"Burning Characteristics 16. The pharmacological effect of smoke should occur rapidly and persist for up to thirty minutes."	Author of this restricted report was a part of the Group Research & Development Centre, Regent's Park Road, Southampton. The author thanks B.A.T. Germany, B.A.T. (U.K. & E.) and Brown and Williamson Corp.
B 16, N 19	78	1978	Kilburn, K. D.	British American Tobacco	"Human motivation to smoke is the foundation of the tobacco industry. The industry is the commercial response to that motivation."	Author of this restricted report was a part of the Group Research & Development Centre, Regent's Park Road, Southampton. The author thanks B.A.T. Germany, B.A.T. (U.K. & E.) and Brown and Williamson Corp.
B 16, N 19	3	1978	Kilburn, K. D.	British American Tobacco	"How are we to ensure that consumers get what they want from among these alternatives? Creating successful products will require an insight into human condition, human need and the satisfactions of smoking;..."	Author of this restricted report was a part of the Group Research & Development Centre, Regent's Park Road, Southampton. The author thanks B.A.T. Germany, B.A.T. (U.K. & E.) and Brown and Williamson Corp.
B 16, N 22	15	1979	Cohen, A. J. & F. J. C. Roe	Tobacco Advisory Council Sponsored 79-10/79-24/79-25	"Nicotine is one of the most pharmacologically-active compounds in tobacco smoke."	
B 16, N 22	15	1979	Cohen, A. J. & F. J. C. Roe	Tobacco Advisory Council Sponsored 79-10/79-24/79-25	"The main actions are central stimulation and/or depression (which vary with the individual)... and, at larger doses, nausea of central origin, associated with vomiting."	The main actions of nicotine.
B 16, N 22	15	1979	Cohen, A. J. & F. J. C. Roe	Tobacco Advisory Council Sponsored 79-10/79-24/79-25	"The main actions are central stimulation and/or depression (which vary with the individual), transient hyperpnoea, peripheral vasoconstriction (usually associated with a rise in systolic pressure), suppression of appetite, stimulation of peristalsis..."	The main actions of nicotine.
B 16, N 22	15	1979	Cohen, A. J. & F. J. C. Roe	Tobacco Advisory Council Sponsored 79-10/79-24/79-25	"The pharmacological effects of nicotine at doses absorbed from smoking (1 mg approx. per inhaled cigarette) are comparatively small."	
B 17, N 23	137		Silvette, H.; E. C. Hoff; P. S. Larson & H. B. Haag	Tobacco Industry Research Committee Grant	"Nicotine is both a neuropharmacological agent in its own right, and a pharmacological tool."	

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Table 8

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## References to pharmacologic effects

in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GANT AFFILIATION	QUOTE	COMMENT
B 17, N 372.3	137		Silvette, H.; E. C. Hoff; P. S. Larson & H. B. Haag	Tobacco Industry Research Committee Grant	"Its properties and effects on the central nervous system would command only an academic interest were it not the principle ingredient of a plant used by millions of persons.."	
B 17, N 372.3	139		Silvette, H.; E. C. Hoff; P. S. Larson & H. B. Haag	Tobacco Industry Research Committee Grant	"...small doses of nicotine are stimulant to spontaneous activity, while 'larger' doses are depressant."	
B 17, N 372.3	155		Silvette, H.; E. C. Hoff; P. S. Larson & H. B. Haag	Tobacco Industry Research Committee Grant	"This tolerance, however, must be relatively slight, since an increase in 'dosage' of cigarettes or cigars or even abnormally rapid consumption of tobacco, may lead to nausea and vomiting even in habituated smokers."	
B 17, N 372.3	155		Silvette, H.; E. C. Hoff; P. S. Larson & H. B. Haag	Tobacco Industry Research Committee Grant	"In man, some degree of tolerance to the emetic effect of nicotine develops in habitual smokers, since they do not show the well-known nausea and vomiting exhibited by the novice smoker."	

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Table 9

## References to addiction

in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 16, N 8	966	1963	Knapp, Peter H.; Charles M. Bliss & Harriet Wells	Tobacco Industry Research Committee Grant	"Nicotine is an active agent (though not necessarily the only noxious agent in tobacco); it appears to have certain addictive qualities."	
B 16, N 8	967	1963	Knapp, Peter H.; Charles M. Bliss & Harriet Wells	Tobacco Industry Research Committee Grant	"Thus considerable evidence suggests that true physical dependence may develop to tobacco."	
B 16, N 8	971	1963	Knapp, Peter H.; Charles M. Bliss & Harriet Wells	Tobacco Industry Research Committee Grant	heavy smokers are true addicts (habit and physiologic withdrawal)	
B 17, N 3	1	1968	Green, S. J.	British American Tobacco	"There appear to be four recognizable types of smoking behavior: 1. Habitual. 2. Addictive. 3. Enhancing desirable emotions and feelings such as enjoyment or excitement. 4. Decreasing undesirable emotions and feelings such as anger, fear and shame."	<u>B.A.T. Group Research: problems and research policy.</u>
B 18, N 11	1	1977	Green, S. J.	British American Tobacco	"It has been suggested that cigarette smoking is the most addictive of habits—that nicotine is the most addictive drug."	Handwritten note.
B 18, N 11	1	1977	Green, S. J.	British American Tobacco	"But the main factor ensuring continuity of the habit is the dependency induced in smokers."	Handwritten note.
B 18, N 11	2	1977	Green, S. J.	British American Tobacco	"Certainly large numbers of people will continue to smoke because they are unable to give it up. If they could they would (make a rational adult choice to do so). They can no longer be said to make an adult choice. And many new smokers become dependent."	Handwritten note.
B 18, N 18	2	1978	Green, S. J.	British American Tobacco	"To determine the nature and effect of dependence in smoking behavior."	"Interaction of the Product with the Smoker" <u>Objectives</u>
B 18, N 20	2	1978	Lee, P. N.	British American Tobacco	"...work on benefits (for example, the problem of the definition of 'addiction' and the fact that the results might be used against the industry) it was suggested...that within-company research might be more appropriate."	Recommendations, given by the author and Dr. Roe, and accepted by the Research Committee for T. A. C. "In view of the possible difficulties with..."
B 18, N 12		1978	Green, S. J.	British American Tobacco	"It is clearly irresponsible of any government to take no action on cigarette smoking. The strong addiction to cigarette removes freedom of choice from many individuals."	Green's handwritten notes.
B 18, N 17		1978	Green, S. J.	British American Tobacco	"Many smokers wish someone else could make them give up the habit. This book is aimed to help them all - even the very very few who are happy to accept the risks involved."	Green's handwritten unsigned notes on a book on helping addicted smokers. A comparison of the way people read and smoke.
B 18, N 13	1	1979	Green, S. J.	British American Tobacco	"Regard cigarettes as catering for <u>addicts</u> "	Handwritten, unsigned outline entitled "Marketing Cigarettes in the '80s".

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Table 9

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## References to addiction

in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 18, N 13	1	1979	Green, S. J.	British American Tobacco	"Nevertheless smokers will continue-addiction"	Handwritten, unsigned outline entitled "Marketing Cigarettes in the '80s".
B 18, N 13		1979	Green, S. J.	British American Tobacco	Figure 1. Triangle figure of reasons people smoke.	Handwritten, unsigned outline entitled "Marketing Cigarettes in the '80s".
B 18, N 14	4	1988	Reasor, Barbara A., M. Lance Reynolds (B&W) and R. P. Ferris (BAT)	Brown and Williamson and BAT Ltd.	"Many years ago, Dr. Bob Johnson, a senior scientist in our company, said: 'A good cigarette is one you don't notice when you are smoking it'."	
B 18, N 14	27	1988	Reasor, Barbara A., M. Lance Reynolds (B&W) and R. P. Ferris (BAT)	Brown and Williamson and BAT Ltd.	"...the modern cigarette happens to be very functionally adapted to its job of providing satisfaction in a portable, convenient and efficient manner."	
B 18, N 15	65	1988	Roberts, Donald L.	R. J. Reynolds Tobacco Co.	"Nicotine and its contribution to smoking satisfaction is a subject unto itself; therefore, I will not dwell further on the contribution of nicotine to smoking pleasure."	

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**Table 10**  
**References to agricultural practices**  
**in writings from within, or sponsored by, the tobacco industry**

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY AFFILIATION	QUOTE	COMMENT
B 19, N 1	77	1983	Glass, Joe M.	Universal Leaf Tobacco Company, Inc.	"As farmers have strived to increase crop yields for the past 10-15 years, a noticeable change has occurred in leaf chemistry especially the increase in nicotine levels."	
B 19, N 1	80	1983	Glass, Joe M.	Universal Leaf Tobacco Company, Inc.	"There are several factors that can be altered at the farmer level to produce Burley of different styles and taste, with nicotine levels being the most easily influenced."	
B 19, N 1	87	1983	Glass, Joe M.	Universal Leaf Tobacco Company, Inc.	"...they have introduced several practices which have increased yields and affected leaf chemistry. Fertilization, topping, and sucker control are probably the most important of these practices."	
B 19, N 1	87	1983	Glass, Joe M.	Universal Leaf Tobacco Company, Inc.	"The most notable change in leaf chemistry is higher nicotine"	Higher nicotine levels are due to the processes of fertilization, topping, and sucker control.
B 19, N 2	155	1984	Rodgman, Alan	R. J. Reynolds Tobacco Co.	"However, it is worth noting that Dr. Matzinger is investigating an alternative method of altering the ratio by selecting for increased nicotine alone."	
B 19, N 2	155	1984	Rodgman, Alan	R. J. Reynolds Tobacco Co.	"His results to date demonstrate that increases in nicotine per cycle are proportionately greater than increases in TPM, resulting in a lowering of the ratio."	Selection for increased nicotine through genetic control of tobacco.
B 19, N 3	27	1987	Papenfus, H. D.	Rothmans International Tobacco (UK) Ltd.	"In doing so, they change the plant from being a producer of neutral, filler tobaccos to one with the potential for providing flavoury styles with impact."	The results of topping and suckering.
B 19, N 3	45	1987	Papenfus, H. D.	Rothmans International Tobacco (UK) Ltd.	"Topping increases nicotine accumulation and concentration in the leaves."	
B 19, N 3	45	1987	Papenfus, H. D.	Rothmans International Tobacco (UK) Ltd.	"The increase is associated with the delay in senescence, the increase in root size and large activity of the enzymes involved in nicotine biosynthesis."	Increase in nicotine accumulation and concentration in the leaves.
B 19, N 3	45	1987	Papenfus, H. D.	Rothmans International Tobacco (UK) Ltd.	"The increase in reducing sugar content is generally less than that of nicotine, and, consequently the sugar:nicotine ratio invariably decreases."	
B 19, N 3	45	1987	Papenfus, H. D.	Rothmans International Tobacco (UK) Ltd.	"Total particulate matter increases but, because the increase in total alkaloids is larger, the tar:alkaloid ratio in the smoke decreases."	

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Table 11  
Industry-funded research

BINDER # ITEM #	YEAR	AUTHOR (S)	TITLE	COMPANY/GRANT AFFILIATION	COMMENT
B 16, N 1	1935	Flinn, Frederick B.	Some Clinical Observations on the Influence of Certain Hygroscopic Agents in Cigarettes	Philip Morris Grant	
B 16, N 2	1939	Proetz, Arthur	Some Preliminary Experiments in the Study of Cigarette Smoke and Its Effects Upon the Respiratory Tract	Philip Morris Grant	
B 16, N 3	1940	Mulinos, Michael G. and Israel Shulman	The Effects of Cigarette Smoking and Deep Breathing on the Peripheral Vascular System	Philip Morris Grant	
B 16, N 4	1942	Haag, H. B. and P. S. Larson	Studies on the Fate of Nicotine in the Body I. The Effect of pH on the Urinary Excretion of Nicotine by Tobacco Smokers	American Tobacco Company Grant	Grantor not acknowledged
B 16, N 5	1942	Weatherby, J. H.	Skin Temperature Changes Caused By Smoking and Other Sympathomimetic Stimuli	American Tobacco Company Grant	Grantor not acknowledged
B 18, N 4	1943	Haag, H. B. and P. S. Larson	Some Chemical and Pharmacological Observations on "Low Nicotine" Tobacco	American Tobacco Company Grant	Grantor not acknowledged
B 18, N 7	1943	Jacobson, Edmund	Muscular Tension and the Smoking of Cigarettes	R. J. Reynolds Tobacco Company	
B 17, N 9	1943	Weatherby, J. H.	Concerning the Mechanism of Membrane Semipermeability	American Tobacco Company Grant	Grantor not acknowledged
B 17, N 10	1945	Finnegan, J. K., P. S. Larson and H. B. Haag	The Role of Nicotine in the Cigarette Habit	American Tobacco Company Grant	Grantor not acknowledged
B 19, N 5	1947	Finnegan, J. K., Doris Fordham, P. S. Larson and H. B. Haag	A Quantitative Method for the Measurement of Cigarette Smoke Irritation	American Tobacco Company Grant	Grantor not acknowledged
B 17, N 1	1947	Finnegan, J. K., P. S. Larson and H. B. Haag	Studies on Cigarette Smoke Irritation. II. The Role of Nicotine	American Tobacco Company Grant	Grantor not acknowledged
B 19, N 6	1948	Wolff, William A., Marina A. Hawkins and W. E. Giles	Nicotine in Blood in Relation to Smoking	William Esty and Co., Inc. Grant	Sponsor is an advertising firm for R. J. Reynolds (Camel)
B 19, N 7	1948	Wolff, William A., Marina A. Hawkins and W. E. Giles	The Spectrophotometric Estimation of Nicotine in Blood	William Esty and Co., Inc. Grant	Sponsor is an advertising firm for R. J. Reynolds (Camel)
B 19, N 8	1958	Heath, Clark W.	Differences Between Smokers and Nonsmokers	Tobacco Industry Research Committee Grant	
B 17, N 4	1959	Blackburn, Henry, Josef Brozek and Henry Taylor	Lung Volume in Smokers and Nonsmokers	Tobacco Industry Research Committee Grant	
B 19, N 9	1959	Bowman, Edward R., Lennox B. Turnbull and Herbert McKennis, Jr.	Metabolism of Nicotine in the Human and Excretion of Pyridine Compounds by Smokers	Tobacco Industry Research Committee Grant	
B 16, N 8	1963	Knapp, Peter H., Charles Michael Bliss and Harriet Wells	Addictive Aspects in Heavy Cigarette Smoking	Tobacco Industry Research Committee Grant	
B 19, N 10	1965	Kershbaum, Alfred, Samuel Bellet and Rostam Khorsandian	Elevation of Serum Cholesterol After Administration Of Nicotine	Tobacco Industry Research Committee Grant	
B 19, N 11	1966	Aviado, Domingo M., Milan Samanek and Luis E. Folle	Cardiopulmonary Effects of Tobacco and Related Substances	Council for Tobacco Research Grant	

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Table 11 272  
 Industry-funded research

BINDER # ITEM #	YEAR	AUTHOR (S)	TITLE	COMPANY/GRANT AFFILIATION	COMMENT
B 19, N 12	1967	Beckett, A. H. and E. J. Triggs	Enzyme Induction in Man Caused by Smoking	Tobacco Research Council Grant	
B 18, N 11	1970	Armitage, A. K. and D. M. Turner	Absorption of Nicotine in Cigarette and Cigar Smoke Through the Oral Mucosa	Tobacco Research Council Laboratories	
B 19, N 13	1971	Beckett, A. H., J. W. Gorrod and P. Jenner	The Analysis of Nicotine-1'-N-Oxide in Urine, In the Presence of Nicotine and Cotinine, and Its Application To the Study of In Vivo Nicotine Metabolism in Man	Tobacco Research Council Grant	
B 19, N 14	1971	Beckett, A. H., J. W. Gorrod and P. Jenner	The Effect of Smoking on Nicotine Metabolism In Vivo In Man	Tobacco Research Council Grant	
B 17, N 11	1972	Ague', C.	Nicotine Content of Cigarette and the Smoking Habit: Their Relevance to Subjective Ratings of Preferences in Smokers	Tobacco Research Council Grant	
B 17, N 23		Silvette, H., E. C. Hoff, P. S. Larson and H. B. Haag	The Actions of Nicotine on Central Nervous System Functions	Tobacco Industry Research Committee Grant	

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Table 12  
15/5

Some Non-Tobacco Trademarks Owned by US Tobacco Companies  
That Use Brand Names of Tobacco Products

[Trademark name (registration date; registration number)]  
[First use = First use in commerce]

Philip Morris

Benson & Hedges Privileges Club (10/24/89; 1,562,756)  
Association services, namely, promoting the interests  
of members by offering discounts on food, lodging, and  
entertainment. First use: 7/11/88.

Benson & Hedges Priviledges Club (2/13/90; 1,582,503)  
Magazines and newsletters pertaining to food,  
entertainment and travel. First use: 8/15/88.

Benson & Hedges Blues (10/31/89; 1,563,874)  
Entertainment services, namely the sponsorship of  
musical events. First use: 10/12/88.

The Marlboro Cup (10/29/74; 996,907)  
Entertainment services.

Marlboro Ski Challenge (7/24/84; 1,287,359)  
Entertainment services -- Namely, the Promotion of  
Recreational Ski Racing. First use: 12/18/82.

Marlboro Country Store (12/23/75; 1,028,256)  
Retail Western Store Clothing and Equipment, Mail Order  
Services, Variety Store Mail Order Services. First  
use: 9/15/72.

The Marlboro Country Store (4/13/82; 1,193,647)  
Cooking Pots (Porcelein Enamel). First use: 9/11/79.

The Marlboro Country Store (10/19/82; 1,213,316)  
Blankets. First use: 9/11/79.

The Marlboro Country Store (4/13/82; 1,193,663)  
Hats and Boots. First use: 9/11/79.

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Sources: The Trademark Register of the United States 1994.  
Washington, DC: The Trademark Register (Patent  
Searching Service), 1994.

CD-ROM of US Trademarks, US Patent and Trademark  
Office, August 1995 (listings with "first use" dates).

Table 12  
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Philip Morris, continued...

The Marlboro Country Store (4/20/82; 1,194,024)  
Articles of Leather -- Namely, Belts and Vests. First  
use: 9/11/79.

Wild West Collection<sup>1</sup> (3/8/94; 1,825,199)  
Clothing, Namely, Overcoats, Shirts, Vests, Boots,  
Neckerchiefs, Hats. First use: 10/14/86.

Marlboro (5/26/81; 1,155,664)  
Tennis Caps. First use: 2/1/78.

Marlboro (8/4/81; 1,163,995)  
Soft Drinks. First use: 8/15/79.

The Marlboro Chuckwagon (11/18/75; 1,025,432)  
Restaurant services. First use: 8/18/71.

Marlboro (9/22/81; 1,170,584)  
Travel Agency Services. First use: 4/7/79.

Marlboro Abenteuer Reisen<sup>2</sup> (9/8/81; 1,168,697)  
Travel Agency Services. First use: 4/7/79.

Philip Morris Superband (7/25/89; 1,549,547)  
Entertainment services in the nature of bands, concerts  
and music workshops. First use: 11/8/85.

The Virginia Slims Collection (8/21/73; 966,565)  
Clothing.

Virginia Slimswear (9/8/92; 1,713,786)  
Jackets, Sweatpants, Sweatshirts, Shirts, Leotards,  
Scarves and Jumpsuits. First use: 4/15/86.

Virginia Slims (5/08/73; 958,776)  
Entertainment services -- Namely, Tennis Tournaments.  
First use: 9/23/70.

Virginia Slims & Design (8/14/84; 1,290,474)  
Sponsoring and Conducting Tennis Matches. First use:  
4/26/82.

Virginia Slims (7/6/82; 1,200,609)  
Soft Drink. First use: 8/15/79.

<sup>1</sup> While this mark does not use the brand name, "Marlboro", it has been used in connection with promotions for Marlboro brand cigarettes.

<sup>2</sup> "'Abenteuer Reisen' can be translated as 'Adventurous Touring'."

Table 12

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RJ Reynolds

Camel Challenge, GT & Design (2/05/74; 978,354)  
Entertainment Services.

Camel, Design of a (3/26/74; 981,452)  
Entertainment Services.

Camel GT (11/15/83; 1,257,940)  
Entertainment Services -- Namely, Sponsoring and  
Promoting Auto Racing Events. First use: 1/4/82.

Camel (1/29/85; 1,317,323)  
Entertainment Services -- Namely, Sponsoring and  
Promoting Motor Racing Events. First Use: 1/1/83.

Camel 75th Birthday and design (12/27/88; 1,518,078)  
Clothing.

Doral-Ryder Open & Design (12/22/87; 1,470,111)  
Entertainment Services.

Winston Cup (8/08/78; 1,099,001)  
Entertainment Services -- Namely, Sponsoring and  
Promoting Auto Racing Events. First use: 2/71.

Winston Racing Series & Design (11/15/83; 1,257,939)  
Entertainment Services -- Namely, Sponsoring and  
Promoting Auto Racing Events. First use: 1/13/82.

Winston West (8/08/78; 1,099,002)  
Entertainment Services -- Namely, Sponsoring and  
Promoting Auto Racing Events. First use: 2/71.

Winston West Series & Design (11/29/83; 1,259,638)  
Entertainment Services -- Namely, Sponsoring and  
Promoting Auto Racing Events. First use: 1/6/82.

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Table 12  
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Copenhagen Racing (3/14/89; 1,530,146)  
Entertainment Services, Namely -- Participating in professional stock, modified and formula automobile races and publishing informational material to the public concerning the schedule and locations for these races. First use: 7/4/83.

CW Copenhagen It Satisfies (12/13/88; 1,516,594)  
Clothing, namely t-shirts, vests, sweatshirts, sweatpants, sweaters, jackets, shirts and caps. First use: 1/4/88.

Copenhagen/Skoal Racing (1/26/93; 1,748,952)  
Entertainment Services, namely, participating in professional stock, modified and formula automobile races. First use: 1/15/87.

Copenhagen/Skoal Shootout (12/1/92; 1,737,155)  
Entertainment Services, namely, participating in sprint car races. First use: 1/31/85.

Copenhagen/Skoal Crusher (7/21/92; 1,702,182)  
Entertainment Services, namely, participating in car demolition derbies. First use: 2/1/86.

Copenhagen/Skoal Pulling Circuit (6/27/89; 1,545,703)  
Entertainment Services.

Copenhagen Skoal (4/21/81; 1,151,950)  
Entertainment Services, namely, rodeo, calf roping, bull riding, barrel racing, country-western music and televising rodeos. First use: 3/76.

Copenhagen/Skoal Rodeo Superstars Championship (9/29/81; 1,171,663)  
Entertainment services, including rodeo, calf roping, bull riding, barrel racing, country-western music and television rodeos. First use: 4/27/78.

Copenhagen/Skoal Rodeo Superstars Championship (12/22/81; 1,183,263)  
Entertainment Services, namely, sponsoring and promoting rodeos and televising the same. First use: 4/27/78.

Copenhagen/Skoal Scholarship Award Program (11/01/88; 1,511,282)  
Promoting, sponsoring and conducting rodeos. First use: 5/1/87.

Copenhagen/Skoal Pro Rodeo (5/31/88; 1,490,574)  
Promoting, sponsoring and conducting rodeos. First use: 6/1/87.

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Table 12  
5 of 5

UST, continued...

Copenhagen/Skoal Pro Rodeo (5/31/88; 1,490,575)  
Promoting, sponsoring and conducting rodeos. First  
use: 6/1/87.

Copenhagen/Skoal All Pro Team (3/14/89; 1,530,147)  
Entertainment Services.

Skoal Racing (6/28/88; 1,494,580)  
Entertainment Services.

Skoal Outdoors (7/23/91; 1,651,746)  
Entertainment Services.

Skoal Event Promotions (9/22/92; 1,718,860)  
Entertainment Services.

Skoal Classic Racing (12/18/90; 1,628,667)  
Entertainment Services.

Skoal Bandit Event Promotions (10/22/91; 1,662,017)  
Promoting, sponsoring and conducting events relating to  
boating, fishing, rattlesnake round-ups, snowmobiling,  
softball games and timber shows. First use: 1/15/87.

Skoal Bandit (1/5/88; 1,471,693)  
Entertainment services, namely, participating in  
professional auto races. First use: 2/15/81.

Skoal Bandit (12/17/87; 1,469,436)  
Entertainment Services, namely, participating in  
professional auto races. First use: 7/11/81.

Skoal Bandit Racing (11/22/88; 1,513,984)  
Entertainment services, namely, participating in  
professional auto races for stock cars, modified cars,  
or "formula" type cars. First use: 2/6/87.

Skoal Bandit Racing (4/14/92; 1,683,290)  
Entertainment services, namely, participating in  
professional stock, modified and formula automobile  
races and publishing informational material for the  
public concerning the schedule and location for these  
races. First use: 2/5/81.

Skoal Bandit Monster Truck (10/05/93; 1,796,540)  
Entertainment Services.

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Table 13

Photographic References to Moist Snuff Products

NASCAR Winston Cup 25th Anniversary

Silver edition commemorative book  
UMI Publications: Charlotte, NC, 1995

Skoal and Skoal Bandit

Pages: 4, 64, 78, 176, 181, 211, 260, 263, 267, 285, 286,  
291, 297, and 309.

Kodiak

Pages: 78, 79, 234, 245, 250, 252, and 258.

Levi Garrett

Pages: 78, 212, 223, and 248.

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Table 14

## Handwriting sample of S. J. Green

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY AFFILIATION	QUOTE	COMMENT
B 19, N 15		1967	Green, S. J.	British American Tobacco	writing sample	
B 17, N 7		1968	Green, S. J.	British American Tobacco	writing sample	Attachment: "A Blue-Print fo Scientific Research"
B 19, N 16		1975	Green, S. J.	British American Tobacco	writing sample with signature	Cigarette Smoking and Causal Relationships
B 19, N 17		1979	SRI	SRI	writing sample	Green's writing on "SRI International: on organ. change & its agents"

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**Appendix - Binder # 1 - Marlboro**

**CONTENTS**

<b>Marlboro</b>	<b>Item #</b>
1995 "Marlboro Country Store: Marlboro Gear" includes a catalog and sweepstakes (mail item)	24
1995 "Marlboro Gear: Get It Now" reminder about soon expiring catalog (point of sale card)	25
Photograph of a billboard "Marlboro Unlimited: The Trip", 12/95	26
1995 sweepstakes "Marlboro Unlimited: Get On Board"	27
1995 catalog and sweepstakes "Marlboro Unlimited: Get On Board"	28
"Marlboro Unlimited" includes a 1996 "Marlboro Unlimited Gear 1996 Catalog Calendar", a sweepstakes offer, a "Refer-A-Friend" form, and a "Miles Saver" box (mail item)	29
Matchbook covers based on the "Marlboro Unlimited" catalog (12/95)	30
Matchbook covers based on the "Marlboro Unlimited" catalog (12/95)	31
Photograph of "Marlboro Country Travel" (Paris, 1994)	32
Photograph of store front for "Marlboro Classics" (Paris, 1994)	33
Photograph of store front for "Marlboro Classics" close-up (Paris, 1994)	34
Photograph of display of "Marlboro Racing Watch" (Lisbon, 1995)	35
Catalog of "Marlboro Racing Watch" (Lisbon, 1995)	36
"Marlboro Grand Prix Magazine: Marlboro Racing Team" insert. Starting grid for the "Marlboro Grand Prix, Meadowlands, New Jersey, 1989 (note the red roof design)	39
"Penske Racing" catalog cover (12/95)	40
Page 3 from "Penske Racing" catalog: available in sizes S to XXL (12/95)	41
Page 4 from "Penske Racing" catalog: baby and child items (12/95)	42
Page 4 from "Penske Racing" catalog: enlargement of baby and child items (12/95)	43

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Appendix - Binder # 2 - Camel

**CONTENTS**

	Item #
Photograph of "Joe Camel" painted on a building in Times Square, New York (1995)	1
Photograph of a "Joe Camel" billboard "Un tipo suave"	2
Photograph of a store window with a neon "Joe Camel" sign	3
Photograph of a portion of a store window with "Camel: Ski Hat: Free with 3-pack purchase" sign	4
Magazine advertisement insert for "Camel Filters; Camel Wides; Camel Specials; and Camel Lights" in "Rolling Stone" (11/16/1995)	5
Half Birthday Card with 25 "Camel Cash" (mail item) (1995)	6
Photograph of a "Camel Cash" billboard	7
Photograph of "Camel" beach thongs	8
"Camel Cash Limited Edition Catalog" (1991(2))	9
"Camel Cash Catalog Volume II" Camel Cash catalog (1992 (2))	10
Photograph of a "Camel" earing	11
"The Camel Cash Catalog Volume Three" (1992 (1))	12
"The Official Camel Cash Catalog Volume IV" (1993 (2))	13
"The Official Camel Cash Catalog Volume IV" pocket-sized version (1993 (2))	14
"The all-new Camel Cash Catalog is here!" mail item (1993 (2))	15
"Camel Cash: Steals and Deals" catalog (1993 (2))	16
Photograph of "Play Camel Cash Lotto" undemeath a sign for "Lottery Tickets"	17
"Camel Cash Lotto: Winner's Catalog" (1993 (3))	18
"Camel Cash Volume Five: Joe's Place: The Catalog" (1994 (4))	19
"Camel Cash Catalog Six: Get a taste of the Genuine Article" (1994 (3))	20
"Camel Cash Catalog Six: Look Inside For Hot New Items!" (1995 (2))	21
"Camel Cash Hard Goods Catalog" (1995 (3))	22
Photocopy of 7 matchbook covers (1991)	23
Photocopy of 7 matchbook covers (1992)	24

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Appendix - Binder # 2 - Camel

**CONTENTS**

	Item #
Photocopy of 4 matchbook covers "Special Lights" (1993)	25
Photocopy of matchbooks numbers 1-5 "Collect all 35 Joe's Place matches" (1993)	26
Photocopy of matchbooks numbers 6-10 "Collect all 35 Joe's Place matches" (1993)	27
Photocopy of 7 matchbook covers (1994)	28
Photocopy of 7 matchbook covers with offer for a free catalog (1994)	29
"The Camel Company: 1995 Summer Preview Catalog" (mail item) (1995)	30
"The Camel Company: 1995 Holiday Catalog" (mail item) (1995)	31
"Camel Trophy: Adventure Watch Sabah Malaysia '93"	32
Photocopy of "Land Rover" advertisement with the "Camel" logo on the vehicle (Malaysia)	33
Photograph of "Camel Trophy: Adventure Watches"	34

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**Appendix - Binder # 3 - UST**

**CONTENTS**

<b>UST</b>	<b>Item #</b>
Photograph of store window sign: "Skoal Bandit: The State Lottery Jackpot Is Now"	1
Magazine advertisement for "Skoal" (note: the voluntary message "Not For Sale to Minors" is in an inconspicuous location) (1995)	2
Magazine advertisement for "Skoal Bandit: Celebre Y Gane: \$5000 De Mayo"	3
Catalog and free sample offer from "Skoal: Weekend Warrior Sweepstakes"	4
Coupon for "Skoal: Outdoor Sportsman Gear Catalog" (note: cash, check, or money order)	5
"Skoal: Utility Knife"	6
Catalog for "Skoal: Outdoor Sportsman Gear Catalog" (1993)	7
Coupon for "Copenhagen Classic Knife Offer" (note: cash, check, or money order)	8
"Skoal" and "Copenhagen Merchandise Catalog" (note one half is for "Skoal" and the other half is "Copenhagen") (1995)	9
"Copenhagen: Custom Edition Knife"	10
"Skoal: Concert Catalog"	11
Bumper sticker: "Copenhagen Skoal Pro Rodeo: Rodeo With The Best"	12
Page from a "Copenhagen Skoal Pro Rodeo" catalog	13
Photograph of the "Copenhagen Skoal Pro Rodeo Corral" at the "Rock the Rockies" concert Denver, Colorado (05/95)	14
Photograph of "Copenhagen Skoal Outdoors"	15
Photograph of a basketball hoop with a "Skoal Music" banner as a backboard	16
Photograph of a "Skoal" race car	17
Magazine: "Heartland Quarterly: Free Subscription from Copenhagen and Skoal" Fall '95 (mail item)	18
Magazine: "Heartland Quarterly: This free issue compliments of Skoal Flavor Packs" Winter '95 (mail item)	19

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Appendix - Binder # 4 - Sundry A

**CONTENTS**

<b>Sundry: Products, Packaging, Free Offers</b>	<b>Item #</b>
---	---------------

**ROLL YOUR OWN**

Advertisement for "Drum: The Best Things In Life Are Still Made By Hand (from <i>Rolling Stone</i> )	1
Advertisement for "Drum: Your Own Rhythm" (from <i>Rolling Stone</i> )	2
Newsletter from "Drum" (mail item)	3
Photograph of a T-shirt "Drum Handrolling Tobacco" (mail in offer)	4
Photograph of a package of "Marlboro" cigarette tobacco (Germany, 1994)	5
Photograph of cigarette tobacco and tobacco sticks from "Marlboro" and "Camel" (Germany, 1994)	6

**CIGARS**

Photograph of "Garcia Y Vega" cigars and an offer for free merchandise (11/95)	7
Order form for a "Free Lighter" and free merchandise from "Garcia Y Vega" cigars (11/95)	8
Order form for a T-shirt from "Rustlers" filter tipped cigars	9
1995 "Pro & College Guide: Football" from "Winchester" little cigars	10
1995 "All-Time Greatest Players for Every Team: Baseball's Best" from "Winchester" little cigars	11

**10'S AND 25'S**

Cigarette packages from "Special 10's" (American Tobacco; now a Lorillard brand)	12
Photograph of cigarette packages from "Special 10's" (American Tobacco; now a Lorillard brand)	13
Photograph of cigarette packages from "Newport Menthol Kings" (10's and 20's)	14
Photograph of display for 'Marlboro 10 Cigarettes: Paquets De 10's' (Paris, 1994)	15
Photograph of 3 boxes of "Marlboro" cigarettes in 10-pack form (France, 1994)	16
Photograph of "Camel" cigarettes in 10-pack form (France, 1994)	17
Cigarette packages from "Marlboro 25's" (1995)	18
Photograph of cigarette packages from "Marlboro 25's"	19

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Appendix - Binder # 4 - Sundry A

**CONTENTS**

<b>Sundry: Products, Packaging, Free Offers</b>	<b>Item #</b>
---	---------------

**COLLECTOR'S PACKS AND "MICROSMOKE" DESIGNS**

Photograph of a Free-standing display of "Joe's Place: This Place is Smokin" cigarettes (1994)	20
Cigarette packages from "Camel: Collector's Pack" from "Joe's Place" (1994)	21
Cigarette package from "Camel: Collector's Pack" from "Joe's Place" with "Camel Cash (1994)"	22
Photograph of 2 cigarette packages from "Camel: Collector's Pack" from two of ten Packs "Illinois" and "Kentucky" (1995)	23
2 cigarette packages from "Camel: Collector's Pack" with "Free Collector's Pack T-Shirt Offer"(1995)	24
Photograph of 2 cigarette packages from "Camel: Collector's Pack" from two of ten Packs "New York" and "North Carolina" (1995)	25
Photograph of 2 cigarette packages from "Camel: Collector's Pack" from two of ten Packs "Florida" and "Hawaii" 1995)	26
Photograph of advertisement for "Classic Camel Collector's Packs: 'This Woman Has A Past'" (1995)	27
Photograph of a Free-stand display of "Camel: Classic Collector's Packs" cigarettes (1995)	28
Photograph of 10 "Camel: Collector's Packs" from the "Classic" collection (1995)	29
2 of 10 "Camel: Collector's Packs" from the "Classic" collection and an offer for a "Free 1940's Lighter" (1995)	30
3 of 10 "Camel: Collector's Packs" from the "Classic" collection (1995)	31
4 of 10 "Camel: Collector's Packs" from the "Classic" collection and "Camel Cash" (1995)	32
Photograph of 5 cigarette packages from "Winston Cup Collector Series" (1995)	33
5 cigarette packages from "Winston Cup Collector Series" and an offer for "Winston Cup Collectibles" (1995)	34
Photograph of a "Moonlight Tobacco Co." (RJR) advertisement "Working Overtime For You" (1995)	35
Photograph of a "Moonlight Tobacco Co." (RJR) advertisement, <u>Smoke Tobacco International</u> (10/95)	36
Photograph of 8 packages of "Moonlight Tobacco Co." (RJR) brand cigarettes with an insert on the company philosophy (1995)	37
2 packages of "Moonlight Tobacco Co." (RJR) brand cigarettes "Politix" with an insert (1995)	38
6 packages of "Moonlight Tobacco Co." (RJR) brand cigarettes "North Star", "Jumbos" and "Honey- Toasted Tobacco" (1995)	39
Photograph of poster for "Dave's: Different Smokes: Fat Leaves Packed Tight" (Philip Morris) (1995)	40

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**CONTENTS**

<b>Sundry: Products, Packaging, Free Offers</b>	<b>Item #</b>
Photograph of an offer for a bottle opener from "Dave's: Different Smokes" (Philip Morris) (1995)	41
Photograph of a package of "Dave's cigarettes and a lighter "Dave's Flame" with the story of "Dave's: Original Blend" (Philip Morris) (1995)	42
Photograph of 2 packages of ""Dave's cigarettes with a "Dave's The Rave" and "Packet Tight Tastes Right" inserts (Philip Morris) (1995)	43
Mailer from "Dave's including two coupons (Philip Morris) (1995)	44
2 packages of "Dave's" cigarettes with a "This Land is Dave's Land" insert (Philip Morris) (1995)	45
Photograph of 2 packages of "Rave: The Great American Blend" cigarettes (1995)	46
1 package of "Buz" cigarettes (1995)	47
Photograph of "West" cigarettes including roll-your-own, <del>40</del> and 25- packages, made by Reemtsma, (Germany)	48

**"ADDITIVE-FREE" AND "NATURAL" CIGARETTE BRANDS**

Letter from "Santa Fe Natural Tobacco Company" to customers	49
Order form from "Santa Fe Natural Tobacco Company"	50
3 packages of "Natural American Spirit" cigarettes from the "Santa Fe Natural Tobacco Company"	51
Order form insert for "Nat Sherman Incorporated" cigarettes and wrapper band "No Chemical or Additives 100% Natural Tobacco"	52
Outside of a package of "Nat Sherman's Natural Lights" and inside and back of regular "Nat Sherman's"	53
Photocopy of mailer for "Pure" cigarettes	54
2 packages of "Pure" cigarettes	55
1 package of "Pure" cigarettes	56

**FREE SAMPLING**

Photograph of three individuals with boxes of free "Marlboro" cigarettes (Marlboro Grand Prix, Meadowlands, New Jersey, 1989)	57
Photocopy of a magazine advertisement with "Joe Camel" and friends singing Christmas carols (12/9)	58
Photograph of packages of "Camel Filters" cigarettes reading "Seasons Greetings from the Camel Family" (mail item)	60
Photograph of packages of "Camel Filters" cigarettes reading "Seasons Greetings from the Camel	61

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**Appendix - Binder # 4 - Sundry A**

**CONTENTS**

<b>Sundry: Products, Packaging, Free Offers</b>	<b>Item #</b>
Family" (mail item)	
Free sample of "Camel Lights" holiday Collector's Pack with attached coupon (12/95)	62
Mailing label and individually numbered store coupon for Christmas corresponding package of free Camels (mail item) (12/95)	63
Photocopy of insert from a carton of "Camel Special Lights" (1995 (2)) <i>(See also B7, N5)</i>	64
Photocopy of insert from a carton of "Camel Special Lights" with a questionnaire and carton order form (1995 (2))	65
Free sample offer for "Skoal: Break Thru Flavors" (1993)	66
Offer for a free sample and free concert ticket for "Skoal: Rock the Rockies" (1994)	67
Offer for a free sample and free concert ticket for "Skoal: Rock the Smokies" (1995)	68
Photocopy of a magazine advertisement and insert for "Skoal: Rock the Smokies" (11/95)	69
Photocopy of a Free sample offer for "Hawken Wintergreen" smokeless tobacco (1995)	-69- 70
Free sample offer for "Hawken Wintergreen" smokeless tobacco (1995)	70 a

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**Appendix - Binder # 5 - Sundry B**

**CONTENTS**

<b>Sundry: Sponsorship, Clubs, Self-Service, Black and White Text Only, Miscellaneous</b>	<b>Item #</b>
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**SPONSORSHIP - AUTO RACING**

Photocopy of a magazine advertisement for "Marlboro Team Penske" (1995)	1
Photocopy of a magazine advertisement for "Marlboro Racing '90"	2
Photograph of a billboard for "Marlboro: Toyota Grand Prix"	3
Photocopy of the cover of "Marlboro Pit Pass Sweepstakes" (1994)	4
Photocopy of an advertisement for "Camel: This is the smokin' section." with a picture of a "Ford" race car with a camel on the hood	5
Photocopy of an advertisement for "Camel: This is the smokin' section." with a picture of a race car in a pit stop with a camel on the hood	6
Photograph of two free standing cigarette displays of "Winston Cup Series" race car and a "Smokin' Joe's" race car	7
Photograph of one free standing cigarette display of a "Winston Cup Series" race car	8
Photograph of one free standing cigarette display of a "Smokin' Joe's" race car	9
Photocopy of 7 matchbooks associated with "Smokin' Joe's" racing (1994)	10
Photocopy of an advertisement for a "Free Tin & Match Set" with the "Smokin' Joe's Racing" motif	11
Photograph of the front covers of 9 match boxes with racing pictures (motorcycle, speedboat, and race cars)	12
Photograph of the back covers of 9 match boxes (front has racing pictures)	13
Catalog of "Smokin' Joe's Racing: Camel Powered 1994" with "Winston Motorsports 1994 Catalog"	14
Catalog: "The Official Winston Cup Catalog: Nascar Winston Cup Series" (mail item)	15
Photograph of Rusty Wallace and son with the "1989 Winston Cup Champion" trophy. Note the "Kodiak" sponsorship	16
Racing fan club card: "Kodiak Racing" "This Is One Hungry Bear"	17
Racing fan club card: "Skoal Bandit Racing"	18
Photograph of a "Skoal Bandit Racing" flag	19
Photograph of a "Harry Gant: Skoal Bandit Racing" T-shirt (front view)	20

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**Appendix - Binder # 5 - Sundry B**

**CONTENTS**

<b>Sundry: Sponsorship, Clubs, Self-Service, Black and White Text Only, Miscellaneous</b>	<b>Item #</b>
Photograph of a "Harry Gant: Skoal Bandit Racing" T-shirt (back view)	21
Photograph of a "Harry Gant: Skoal" license plate and bumper sticker	22
Magazine advertisement with "Skoal" on the hood of a race car	23
Photograph of 3 baseball hats "Kodiak", "Copenhagen Racing", and "Skoal Bandit Racing"	24
Photograph of a baseball hat: "Redman Tournament Trail"	25
Photocopy of "Racing for Kids" pictures of A.J. Foyt and Rusty Wallace (note that the "Copenhagen" and "Kodiak" have been airbrushed out--see item #16)	26
"Racing For Kids" magazine (02/93)	27

**CLUBS**

Magazine advertisement for "Winston Winners Club Auction"	28
Photocopy of the front of the "Winston Winner Club" membership (mail item)	29
Photocopy of a "Winston Winners Club" membership card and sweepstakes notice (mail item)	30
Photocopy of "Winston Winners Club" calendar (1995) (facing pages)	31
Photocopy of "Winston Winners Club" calendar (1995)	32
Photograph of "Camel VIP Club" membership notice (mail item)	33
Photograph of "Joe's V.I.P. Card" membership notice (mail item)	34
"Camel Insider: Joe's V.I.P. Magazine For The Smooth Few" (mail item)	35
Photograph of "Club Benson & Hedges: Smokers Welcome" San Francisco street side cafe	36

**SELF-SERVICE DISPLAYS**

Photograph of a "Skoal Bandits" self-service display at a convenience store	37
Photograph of a cigarette self-service display at a grocery store	38
Photograph of a self-service display of "Skoal" mounted on a wall next to a children's balloon display in a grocery store	39
Photograph of a "Skoal", "Kodiak" and "Copenhagen" Bandits" self-service display at a convenience store situated above "Big League Chew" bubble gum	40
Photograph of a cigarette self-service display at a grocery store check-out	41

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**Appendix - Binder # 5 - Sundry B**

**CONTENTS**

	Item #
<b>Sundry: Sponsorship, Clubs, Self-Service, Black and White Text Only, Miscellaneous</b>	
Photograph of a vending machine at a motel with "Newport" and "Marlboro" cigarettes	42
<b>BLACK AND WHITE-TEXT ONLY</b>	
Magazine advertisement for "Merit" cigarettes with black and white text	43
Photograph of "Your Basic Two-Step" black and white text advertisement	44
Photograph of two shoe-prints with black and white text: "Tastes Good" and "Costs Less"	45
Photograph of one shoe-print with black and white text: "Tastes Good"	46
Photograph of one shoe-print with black and white text: "Costs Less"	47
Photograph of seven shoe-prints with black and white text: "Tastes Good" and "Costs Less"	48
<b>VIRGINIA SLIMS</b>	
Catalog for "Virginia Slims V Wear" (1995)	49
Poster of "The \$500,000 Virginia Slims Championships" tennis tournament	50
<b>NEWPORT</b>	
Free merchandise: "Free Expandable Water Bottle with the purchase of Newport"	51
<b>CAMEL TIRE CARE PRODUCTS</b>	
Photograph of "Camel Barbed Hose Splicer" (note the Camel faces the opposite direction of the "Camel" cigarettes logo)	52
<b>MAILING LIST SOLD TO OTHER VENDORS</b>	
Offer for "Penthouse" magazine subscription (mail item)	53
<b>CIGARETTE BRAND TIE-INS, ASIA</b>	
Concert advertisement for "Salem in Concert" (Malaysia) (early 1990's)	54
Movie advertisement with "More" as the background (Asia) (early 1990's)	55
<b>CD-ROM</b>	
"The Brown & Williamson Collection CD-ROM" (1995)	56

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Appendix - Binder #6

INHALATION

	PAGE
Lucky Strike: "Do You Inhale? Everybody's doing it."	1
Lucky Strike: "Do You Inhale? A frank discussion at last"	2
Lucky Strike: "Do You Inhale? A frank discussion at last" (black photocopy)	3
Lucky Strike: "Do You Inhale? What's there to be afraid of?"	4
Lucky Strike: "Do You Inhale? Luckies 'makes no bones' about this vital question!"	5
Camels: "Of course Camels are milder They're <u>Fresh</u> "	6
Philip Morris: "Do <u>You</u> Inhale? <u>All</u> smokers' <u>do-some of the time</u> "	7
Philip Morris: "You Can't Help But Inhaling-But you can help your throat!"	8
Philip Morris: "To You Who Inhale ( <u>All</u> smokers do-sometimes !)"	9
Philip Morris: "Don't Let Inhaling Worry <u>You</u> -All smokers sometimes inhale- <u>but your</u> throat needn't worry"	10
Philip Morris: "Do <u>You</u> Inhale? <u>All</u> smokers do-sometimes! And inhaling increases the chance of smoking-imitation."	11
Philip Morris: Sure You Inhale-So <u>Play Safe with your throat!</u>	12
Philip Morris: "Inhale? (Sure- <u>All</u> Smokers Do)"	13
Philip Morris: "Do <u>You</u> inhale? All smokers do-sometimes ! And it is very much to you interest to Get This!"	14
Philip Morris: You Can't Help Inhaling-But You Can <u>Help Your Throat!</u> " "Finer Pleasure Plus Real Protection"	15
Philip Morris: You Can't Help Inhaling-But You Can <u>Help Your Throat!</u> "	16
Philip Morris: "Inhaling Need <u>Not</u> mean throat-imitation-for You" "You Can't Help Inhaling-But You Can Help Your Throat!"	17
Philip Morris: "Inhaling needn't worry <u>Your</u> throat!" "Real Protection Added To Finer Pleasure!"	18
Philip Morris: " Smoking Means Inhaling-Inhaling Means You <u>Need what Philip Morris alone provides!</u> "	19
Embassy: "Inhale To Your Heart's Content"	20
Embassy: "Inhale To Your Heart's Content" (two advertisements: a man and a woman on one page)	21
Embassy: "Inhale To Your Heart's Content" (man exhaling)	22

We would like to thank the Tobacco Industry Promotion Series, The History of Advertising Archives, UBC, Vancouver, British Columbia, for assistance in compiling these advertisements

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**Appendix - Binder #6**

Embassy: "Inhale To Your Heart's Content" (woman in a cocktail dress)	23
Embassy: "Inhale To Your Heart's Content" "New Embassy"	24
Viceroy: "Filtered Cigarette Smoke Is Better For Health" and "New King-Size Viceroy Gives You <u>Double-Barreled Health Protection</u> "	25
Camel: More Doctors Smoke <u>Camels</u> than any other cigarette "	26
White Owl Miniatures: "What a man should know when he switches to cigar smoking"	27
Madison Little Cigars: "Satisfy your smoking taste the Madison Little Cigars...even without inhaling!"	28

**IRRITATION**

American Tobacco Company: Paper: "Effect of Subjecting Tobaccos to High Temperatures"	29
Lucky Strike: "Toasting takes out every bit of bite and throat irritation"	30
Old Gold: "If the cougher in the 4th row will come to the stage door..."	31
Old Gold: "Not a cough in a carload-"	32
Lucky Strike: "20,679* Physicians say 'Luckies are <u>less irritating</u> ' (drawing of a physician)	33
Lucky Strike: "20,679* Physicians say 'Luckies are <u>less irritating</u> ' (drawing of a woman smoking)	34
Lucky Strike: "Don't Rasp Your Throat With Harsh Imitants" ("Virginia Cross")	35
Lucky Strike: "Don't Rasp Your Throat With Harsh Imitants" ("Estelle Skinner")	36
Lucky Strike: "Don't Rasp Your Throat With Harsh Imitants" ("Hazel Bofinger")	37
Lucky Strike: "Luckies never cut my wind..."	38
Marlboro: "Particular palates...sensitive throats..."	39
Kools: "Smoking Lost Its Kick?"	40
Pall Malls: "You'll like Pall Mall's modern design-it filters the <u>smoke-lessens throat irritation!</u> "	41
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LORILLARD

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PHILIP MORRIS

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R. J. REYNOLDS

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UST

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